



# Media Advisory

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## The American Society of Human Genetics to Host Press Briefing on “Personalized Medicine and the Future of Health Care Practice” at 59<sup>th</sup> Annual Meeting

**WHAT:** ASHG Press Briefing Event (Panel Discussion):  
*“Personalized Medicine and the Future of Health Care Practice”*

[The American Society of Human Genetics \(ASHG\)](#) will be hosting a press briefing session on *“Personalized Medicine and the Future of Health Care Practice”* at the Society’s [59<sup>th</sup> Annual Meeting](#) on Wednesday, October 21, 2009. The session features a panel of four of the world’s top experts in human genetics who have all played key roles in the development and implementation of personalized medicine. The speakers in this panel session will engage in an open, forward-thinking discussion to address the translation of genetics research into personalized (genomic) medicine and the impact that this will have on the future of health care practice in the U.S. – and beyond. The speakers will also provide their firsthand perspectives on the impact on health care costs and quality of care, as well as the current and future challenges that must be addressed before we can effectively implement personalized medicine in clinical practice on a large-scale.

**WHO:** The following speakers will be featured as panelists in this session:

- [Edward McCabe, MD, PhD](#) – ASHG 2009 President; Physician-in-Chief, UCLA Mattel Children’s Hospital; Executive Chair of Pediatrics, David Geffen School of Medicine, UCLA; Founder & Director, UCLA Personalized Genetics Medicine Center
- [Alan Guttmacher, MD](#) – Acting Director, National Human Genome Research Institute (NHGRI) of the National Institutes of Health (NIH)
- [Muin Khoury, MD, PhD](#) – Director, CDC Office of Public Health Genomics
- [Roderick McInnes, MD, PhD](#) – ASHG President-elect (2010); Alva Chair in Human Genetics and Professor of Human Genetics & Biochemistry, McGill University; Scientific Director, Institute of Genetics, Canadian Institutes of Health Research

**WHEN:** Wednesday, October 21, 2009

- 10:00-11:00 a.m. *HST* Main Press Briefing Event / Q & A
- ~2:00 p.m. *HST* (or 8:00 p.m. *EST*) Webcast of Event Available Online\*

**WHERE:** Hawaii Convention Center, 1801 Kalakaua Ave., Honolulu, HI  
ASHG Press Briefing Room (Room #319A)

**\*NOTE:** *The online webcast of this session will be available for members of the press who cannot attend the meeting in person. To view the archived webcast recording of this event, please click on the link below (no sooner than) two to three hours after the press briefing session is over (i.e., ~2:00 p.m. HST / 8:00 p.m. EST) on Wednesday, October 21, 2009: <http://www.ashg.org/personalizedmedicine/>*

**WHY:** Health care reform is currently one of the most hotly debated topics in the nation, and the implementation of personalized medicine in the U.S. health care system will play an important role in shaping the future of medical care in our nation. This session will provide an overview of the benefits of personalized medicine, as well as the current progress and future applications of personalized medicine in clinical practice and its potential impact on our nation's health care system.

ASHG is committed to helping all Americans understand the impact that genetics has on their health, and firmly believes that an educated public is integral to finding solutions to the current problems facing the health care industry today.

For more information, or **to register to view the webcast of this event**, please contact Kristen Long via e-mail at [press@ashg.org](mailto:press@ashg.org), or by phone at 240-281-2386.

### **ABOUT THE AMERICAN SOCIETY OF HUMAN GENETICS**

The American Society of Human Genetics (ASHG) is the primary professional membership organization for human genetics specialists worldwide. The nearly 8,000 members of ASHG include researchers, academicians, clinicians, laboratory practice professionals, genetic counselors, nurses and others involved in or with a special interest in human genetics. The Society's mission is to serve research scientists, health professionals and the public by providing forums to: (1) share research results through the Annual Meeting and in *The American Journal of Human Genetics (AJHG)*; (2) advance genetics research by advocating for funding and support; (3) educate future genetics professionals, health care providers, advocates, teachers, students and the general public about all aspects of human genetics; and (4) promote genetic services and support responsible social and scientific policies. For more information about ASHG, please visit <http://www.ashg.org>.

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